RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

November 7, 1996

ALL FIELD SALES PERSONNEL

1997 PROMOTIONAL CALENDAR

The attached Promotional Calendar represents promotions scheduled for the first six months of 1997. This Calendar should be utilized to consistently remind and inform participating retail accounts of promotional delivery schedules for *R. J. Reynolds Tobacco Company,* as well as a tool to assist in signing up *new* retail accounts for future promotions.

The better job we do of keeping our customers informed, the better our execution will be at retail. Continuously remind your customers regarding upcoming promotions and scheduled deliveries to ensure that we have a home for our promotions and that our retailers are *promptly* displaying our Work Plan promotions to build their business and increase their profits.

Provide informed feedback to the appropriate Manager with direct account responsibility if your customers are not receiving promotions in a timely manner. Reasonable delays shall, and will occur, and we must all realize it will happen. Ensure that your customers are not refusing certain promotions, as we cannot allow retailers to pick and choose particular promotions. Work with your customers to ensure the success of our promotions. If you have question regarding the date a retail customer(s) should begin receiving RJR promotions, or types of promotions they may be qualified to receive, you can contact Judy Campbell at the ROU ((716) 634-4179) for assistance.

To successfully execute our 1997 promotions, work efficiencies must be as effective as possible!! Team work, commitment, and communication will enable us to achieve our 1997 objectives. Our commitment and dedication is the key to a successful 1997. Let's all strive to improve upon our positive results already realized.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0000

This Calendar communicates the first <u>six months</u> for our 1997 Promotional Plan year, and therefore, proper care, distribution and confidentiality should be noted at <u>all</u> times!!

We believe that the attached Calendar has merit and can be very beneficial. If you have any questions, or suggestions, please let me know.

Sincerely,

Stephen

S. R. MacLeod
Regional Operations Manager
SRM/jc
cc: W. J. Roth
F. V. Natale
J. Campbell
A. Willson
Attachments (1)

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0000